

# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candid	late/Issue		Americ	can Cra	ossmads
	Dates (if one folder is used per		11/3	112-11/5/	2
candida	ate, a separate checklist must be eted for each flight)				<u>Initials</u>
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:	11/2/12	Be
2.	Original contract showing requested time (when available)		Date:	10/31/12	BE
3.	Updated contracts as order changes.		Date:		
4.	Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount for each rebate), if any		Date:	11/11/12_	Be
	<b>3</b>		Charlein Comm	.1.4.4.	
			Checklist Comp	pietea:	
		By:	Brean	Raughte	8
		Date:	1/19/12		

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:			Da	te
I, Stephanie M do hereby reque	Maroney st station time conce	rning the fol	lowing issue:	1	
American Cros 401 New Yor Vashington, E reasurer: Ma	rk Avenue Suite 1 DC 20005	200			
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Total Char	ges:				
This broadcast t	ime will be used by:	America	n Crossroad	S	
Does the p	rogramming (i	n whole political	or in part) matter of r	communicate national impo	"a rtance?"
\$4 	☐ Yes	expect to the said		<b>⊠</b> No	

For programming that "communic importance," list the name of the loffice(s) being sought and the date	legally qualified candidate(s) th	e programming refers to, the
• .		
For programming that "communic importance," attach Agreed Upon	ates a message relating to any p Schedule (Page 3)	political matter of national
I represent that the payment for the	ne above described broadcast tin	me has been furnished by:
Treasurer Margee Clancy		
and you are authorized to announce furnishing the payment, if other th		person or entity. The entity
a corporation; a commi	ttee; 🗵 an association; 🗆 d	or other unincorporated group.
The names, offices, and addresses agents of the entity are named below	of the chief executive officers, ow (may be attached separately	directors, and/or authorized
THIS STATION DOES NOT DIS- OF RACE OR ETHNICITY IN TH		
I agree to indemnify and hold harmler reasonable attorney's fees, that may cadvertisement(s). For the above-statranscript, or tape, which will be defore the time of the scheduled br	ensue from the broadcast of the ited broadcast(s), I also agree elivered to the station at least	above-requested to prepare a script,
TO BE SIGI	NED BY ISSUE ADVI	ERTISER
10/31/12 ster	nMuz_	703-299-1760
Date Sig	gnature	Contact Phone Number
TO BE SIGNE	D BY STATION REP	PRESENTATIVE
Accepted	Accepted in Part	☐ Rejected
Buan Paughtes Signature	Brian Raughter Printed Name	AJ SM Title

## CONTRACT



**WTAE** 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

And:

Crossroads Media 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

	Contract / Rev	<u>/ision</u>		Alt Order #	: <b>[</b>
	969154	1			
Product					
American Crossroads					
Contract Dates	Estimate #				
11/03/12 - 11/05/12	1339 - AC PA	۲۷ <u>11.</u>			
Advertiser			Ori	iginal Date	/ Revision
American Crossroads			_1	0/31/12	/ 10/31/12
	Billing Cycle	Billing	Cal	enda <u>r</u>	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WTAE	Bob Ca	ain		Eagle-Philadelpl
	Special Hand	ling			
	Demographic				
	Adults 25-54				
	IDB#	Advert	iser	Code	Product Code
	Agency Ref	1		Advertiser	Ref

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week I	Rate Type S	Spots	Amount
N 1 WTAE 11/05/12 11/05/12 M-F 430-5am <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	430-5a <u>Rate</u> \$225.00	:30	NM	1	\$225.00
N 2 WTAE 11/03/12 11/03/12 CASTLE WKND LF 1  Start Date	12-1X <u>Rate</u> \$300.00	:30	NM 	1	\$300.00
N 3 WTAE 11/05/12 11/05/12 THE CHEW  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	1P-2P <u>Rate</u> \$325.00	:30	NM	1	\$325.00
N 4 WTAE 11/05/12 11/05/12 GENERAL HOSPITAL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	GENERAL HOSPI <sup>*</sup> <u>Rate</u> \$350.00	:30	NM .	1	\$350.00
N 5 WTAE 11/04/12 11/04/12 Sun 5-7am News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 1	5-7a <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 6 WTAE 11/05/12 11/05/12 Live with Kelly  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	9-10am <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 7 WTAE 11/05/12 11/05/12 RACHEL RAY DAY  Start Date	M-F 10AM-11AM <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 8 WTAE 11/03/12 11/03/12 Sat 5-7am <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/125- 1	5-7am <u>Rate</u> \$350.00	:30	NM	1	\$350.00
N 9 WTAE 11/03/12 11/03/12 Inside Edition Wknd  Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S- 1	SA 730p-8p <u>Rate</u> \$400.00	:30	NM	1	\$400.00
N 10 WTAE 11/05/12 11/05/12 M-F 3-4P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	M-F 3-4P <u>Rate</u> \$450.00	:30	NM	1	\$450.00
N 11 WTAE 11/05/12 11/05/12 DR OZ	M-F 4-5p	:30	NM	1	\$450.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 969154 /	Alt Order #
Contract Dates 11/03/12 - 11/05/12	Product American Crossroads	Estimate # 1339 - AC PA TV 11.3-11.5
Advertiser American Crossroads		iginal Date / Revision 10/31/12 / 10/31/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Week: 11/05/12 11/11/12 M 1	\$450.00	:30	NM 1	\$500.00
N 12 WTAE 11/05/12 11/05/12 The View Start Date End Date Weekdays Spots/Week	11am-noon Rate	.30	14141	ψ300.00
Week: 11/05/12 11/11/12 M 1	\$500.00			
N 13 WTAE 11/04/12 11/04/12 Sunday Extended Late Nev	s Sun 11:35p-12:00a	:30	NM 1	\$500.00
Week: 10/29/12 End Date Weekdays Spots/Week 10/29/12 11/04/12S 1	<u>Rate</u> \$500.00			
N 14 WTAE 11/04/12 11/04/12 Sun 8-10am News	8-10am	:30	NM 1	\$550.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/29/12 11/04/12S 1	\$550.00	:30	NM 1	\$650.00
N 15 WTAE 11/03/12 11/03/12 Good Morning America Sat Start Date End Date Weekdays Spots/Week	7-8am Rate	.50	14141	ψ030.00
Week: 10/29/12 11/04/12S- 1	\$650.00			
N 16 WTAE 11/04/12 11/04/12 Good Morning America Sur		:30	NM 1	\$650.00
Week: 10/29/12 End Date Weekdays Spots/Week 10/29/12 11/04/12S 1	<u>Rate</u> \$650.00			
N 17 WTAE 11/05/12 11/05/12 WTAE Noon News	11:58-1pm	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 11/05/12 11/11/12 M 1	\$1,000.00 5 - 6am	:30	NM 1	\$1,200.00
N 18 WTAE 11/05/12 11/05/12 5-6am News Start Date End Date Weekdays Spots/Week	5 - bam Rate	.30		ψ1,200.00
Week: 11/05/12 11/11/12 M 1	\$1,200.00			
N 19 WTAE 11/05/12 11/05/12 5-6am News	5 - 6am	:30	NM 1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$1,200.00			
N 20 WTAE 11/04/12 11/04/12 Sun Early News	630-7p	:30	NM 1	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/29/12 11/04/12S 1	\$1,800.00 6-630p / 7-730p	:30	NM 1	\$1,800.00
N 21 WTAE 11/03/12 11/04/12 Sat Early News Start Date End Date Weekdays Spots/Week	Rate	.50		ψ.,οσσίου
Week: 10/29/12 11/04/12S- 1	\$1,800.00			
N 22 WTAE 11/04/12 11/04/12 Sun ABC Prime A	7-8pm	:30	NM 1	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 1	<u>Rate</u> \$2,400.00			
N 23 WTAE 11/05/12 11/05/12 6-7am News	6-7am	:30	NM 1	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$2,500.00			
Week: 11/05/12 11/11/12 M 1	7-9am	:30	NM 1	\$2,500.00
N 24 WTAE 11/05/12 11/05/12 Good Morning America Start Date End Date Weekdays Spots/Week	<u>Rate</u>	.50		Ψ2,000.00
Week: 11/05/12 11/11/12 M 1	\$2,500.00			
N 25 WTAE 11/05/12 11/05/12 5-6pm News M-F	5-6pm	:30	NM 1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	Rate \$3,000.00			
N 26 WTAE 11/05/12 11/05/12 5-6pm News M-F	5-6pm	:30	NM 1	\$3,000.00
Start Date	Rate			
Week: 11/05/12 11/11/12 M 1	\$3,000.00	:30	NM 1	\$3,000.00
N 27 WTAE 11/05/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week	7:30-8pm <u>Rate</u>	.50	14141	ψ0,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 969154 /	Alt Order #
Contract Dates	Product	Estimate #
11/03/12 - 11/05/12	American Crossroads	1339 - AC PA TV 11.3-11.5

Advertiser	Original Date / Revision
American Crossroads	10/31/12 / 10/31/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	e TypeS	pots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 11/05/12         11/11/12         M         1	Rate \$3,000.00				
N 28 WTAE 11/05/12 11/05/12 Inside Edition  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	7-7:30pm <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
N 29 WTAE 11/05/12 11/05/12 6-6:30pm News  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	6-6:30pm <u>Rate</u> \$4,000.00	:30	NM	1	\$4,000.00
N 30 WTAE 11/05/12 11/05/12 Mon ABC Prime C  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	10-11pm <u>Rate</u> \$15,000.00	:30	NM	1	\$15,000.00
N 31 WTAE 11/03/12 11/03/12 Sat 8-10am <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S- 1	8-10am <u>Rate</u> \$700.00	:30	NM ————————————————————————————————————	1	\$700.00
		Totals		31	\$52,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	31	\$52,850.00	\$44,922.50
Totals	31	\$52,850.00	\$44,922.50

Signature:	Date:

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#### TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency (a) shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days (a) prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- Station may, upon notice to Agency, terminate this contract at any time, (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7,

#### OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be political cardidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station rais to broadcast any or all or the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast oroadcast nereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows. (i) if no part of a scheduled broadcast is made, a fater broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available Teasonable access" and/or "equal opportunities" to certain political cancilitates under the Communications Act or 1934, as amenoed. Station with notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

#### **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

## **AGENCY MATERIAL**

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder. Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract

#### CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Agency and Station nereby agree that consequential damages resulting from any preach or this contract, pursuant to haragraph 2, or any omission or producest, pursuant Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred This consequential damage exclusion provision is an aflocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach

#### 9. GENERAL

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof

(b) The Station shall exercise normal precautions in handling of	f property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnished by the Agency in connection with broadcasts hereunder, connection with broadcasts except after its prior approval.	The Station will not accept or process mail, correspondence, or telephone calls in

on all billings hereunder. However, Agency shall be primanly liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be

agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

## CONTRACT



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

And:

Crossroads Media 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

	Contract / Rev 969154	rision /		Alt Order #	
Product					
American Crossroads	_				
Contract Dates	Estimate #				
11/03/12 - 11/05/12	1339 - AC PA	TV 11.	3-1		
Advertiser			<u>Ori</u>	ginal Date /	Revision
American Crossroads			1	1/02/12	/ 11/02/12
<u> </u>	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WTAE	Bob Ca	ain		Eagle-Philadelpl
	Special Hand	ing			
	Demographic				
	Adults 25-54				
	IDB#	Advert	iser	Code	Product Code
	Agency Ref	l		Advertiser	Ref

Spots/ Type Spots Amount Start/End Time Days Length Week Rate \*Line Ch Start Date End Date Description NM \$225.00 :30 430-5a 11/05/12 M-F 430-5am WTAE 11/05/12 Spots/Week Rate Start Date **End Date** Weekdays 1 \$225.00 11/11/12 Week: 11/05/12 \$300.00 NM 1 :30 CASTLE WKND LF 1 12-1X 11/03/12 WTAE 11/03/12 **End Date** Spots/Week Rate Weekdays Start Date \$300.00 1 Week: 10/29/12 11/04/12 ----S-NM 0 \$0.00 1P-2P :30 THE CHEW WTAE 11/05/12 11/05/12 Spots/Week Rate Start Date End Date <u>Weekdays</u> \$325.00 11/11/12 Week: 11/05/12 **Length** Rate Type Description Start/End Time Weekdays Spot Ch Date Range \$325.00 NM :30 1 WTAE 11/05/12-11/11/12 THE CHEW 1P-2P See MG 15.2 \$0.00 NM 0 :30 GENERAL HOSPI WTAE 11/05/12 11/05/12 GENERAL HOSPITAL Start Date **End Date** Weekdays Spots/Week Rate \$350.00 11/11/12 Week: 11/05/12 Type Start/End Time Weekdays Length Rate Description Spot Ch Date Range \$350.00 NM GENERAL HOSPITAL GENERAL HOSPIM-----:30 1 WTAE 11/05/12-11/11/12 See MG 15.2 :30 NM 1 \$350.00 5-7a 11/04/12 Sun 5-7am News WTAE 11/04/12 Spots/Week End Date Rate Weekdays Start Date \$350.00 Week: 10/29/12 11/04/12 ----S 1 NM 1 \$350.00 :30 11/05/12 Live with Kelly 9-10am WTAE 11/05/12 Spots/Week End Date Weekdays 1 4 1 Rate Start Date \$350.00 Week: 11/05/12 11/11/12 :30 NM \$350.00 M-F 10AM-11AM WTAE 11/05/12 RACHEL RAY DAY 11/05/12 Spots/Week **End Date** Rate Weekdays Start Date \$350.00 Week: 11/05/12 11/11/12 M----1 NM \$350.00 :30 5-7am WTAE 11/03/12 11/03/12 Sat 5-7am Rate Spots/Week Start Date End Date Weekdays \$350.00 11/04/12 --S-Week: 10/29/12 \$400.00 NM :30 WTAE 11/03/12 11/03/12 Inside Edition Wknd SA 730p-8p

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified end until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place edvertising on particular stations on the basis of race or ethnicity.



	Contract / Revision	Alt Order #
	969154 /	
Contract Dates	Product	Estimate #
11/03/12 - 11/05/12	American Crossroads	1339 - AC PA TV 11.3-11.5

Advertiser	Original Date / Revision
American Crossroads	11/02/12 / 11/02/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        S-         1	<u>Rate</u> \$400.00			
10 WTAE 11/05/12 11/05/12 M-F 3-4P Start Date End Date Weekdays Spots/Week	M-F 3-4P Rate \$450.00	:30	NM 1	\$450.00
Week:       11/05/12       11/11/12       M       1         11       WTAE 11/05/12       11/05/12       DR OZ         Start Date       End Date       Weekdays       Spots/Week	M-F 4-5p Rate	:30	NM 1	\$450.00
Week: 11/05/12 11/11/12 M 1  12 WTAE 11/05/12 11/05/12 The View Start Date End Date Weekdays Spots/Week	\$450.00 11am-noon Rate	:30	NM 1	\$500.00
Week: 11/05/12         11/11/12         M         1           13 WTAE 11/04/12         11/04/12         Sunday Extended Late News           Start Date         End Date         Weekdays         Spots/Week	\$500.00 s Sun 11:35p-12:00a Rate	a :30	NM 1	\$500.00
Week: 10/29/12 11/04/12S 1  14 WTAE 11/04/12 11/04/12 Sun 8-10am News Start Date End Date Weekdays Spots/Week	\$500.00 8-10am Rate	:30	NM 1	\$550.00
Week: 10/29/12 11/04/12S 1 E 15 WTAE 11/03/12 11/03/12 Good Morning America Sat	\$550.00 7-8am	:30	NM 1	\$1,325.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12        S-         1           Spot Ch         Date Range         Description           1 WTAE 10/29/12-11/04/12         Good Morning America Sat           See MG 15.2         2 WTAE 11/04/12-11/04/12         Sun Var Wknd - non Kids	Rate \$650.00 Start/End Time 7-8am 11:30a-6p	Weekdays         Length         Rate          Sa         :30         \$650.00          Si         :30         \$1,325.00	Type NM NM	
⊕ MG for 3.1,4.1,15.1           ∃ MG for 3.1,4.1,15.1          16 WTAE 11/04/12       11/04/12       Good Morning America Sun Start Date            \( \text{Start Date} \) \( \text{End Date} \) \( \text{Weekdays} \) \( \text{Spots/Week} \)             \( \text{Week} \) : 10/29/12       11/04/12      S       1	7-8am <u>Rate</u> \$650.00	:30	NM 1	\$650.00
17 WTAE 11/05/12 11/05/12 WTAE Noon News  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	11:58-1pm <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
18 WTAE 11/05/12 11/05/12 5-6am News  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	5 - 6am <u>Rate</u> \$1,200.00	:30	NM 1	\$1,200.00
19 WTAE 11/05/12 11/05/12 5-6am News  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	5 - 6am <u>Rate</u> \$1,200.00	:30	NM 1	\$1,200.00
20 WTAE 11/04/12 11/04/12 Sun Early News  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12S 1	630-7p <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00
21 WTAE 11/03/12 11/04/12 Sat Early News  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12S- 1	6-630p / 7-730p <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00
22 WTAE 11/04/12 11/04/12 Sun ABC Prime A  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12S 1	7-8pm Rate \$2,400.00	:30	NM 1	\$2,400.00
23 WTAE 11/05/12 11/05/12 6-7am News  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	6-7am <u>Rate</u> \$2,500.00	:30	NM 1	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by edvertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 969154 /	Alt Order #
Contract <u>Dates</u>	Product American Crossroads	Estimate # 1339 - AC PA TV 11.3-11.5

Advertiser	Original Date / Revision
American Crossroads	11/02/12 / 11/02/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week  24 WTAE 11/05/12 11/05/12 Good Morning America  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	Rate 7-9am Rate \$2,500.00	:30	NM	1	\$2,500.00
25 WTAE 11/05/12 11/05/12 5-6pm News M-F  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	5-6pm <u>Rate</u> \$3,000.00	:30	MM	1	\$3,000.00
26 WTAE 11/05/12 11/05/12 5-6pm News M-F  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	5-6pm <u>Rate</u> \$3,000.00	:30	MM	1	\$3,000.00
27 WTAE 11/05/12 11/05/12 Entertainment Tonight  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	7:30-8pm <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
28 WTAE 11/05/12 11/05/12 Inside Edition  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	7-7:30pm <u>Rate</u> \$3,000.00	:30	NM	1	\$3,000.00
29 WTAE 11/05/12 11/05/12 6-6:30pm News  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	6-6:30pm <u>Rate</u> \$4,000.00	:30	NM	1	\$4,000.00
N 30 WTAE 11/05/12 11/05/12 Mon ABC Prime C  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	10-11pm <u>Rate</u> \$15,000.00	:30	NM	1	\$15,000.00
Spot Ch Date Range Description  1 WTAE 11/05/12-11/11/12 Mon ABC Prime C See MG 30.2	Start/End Time 10-11pm	Weekdays         Length         Rate           M         :30         \$15,000.00	<u>Type</u> <i>NM</i>		
2 WTAE 11/05/12-11/05/12 Mon ABC Prime Other  MG for 30.1 11/05	Prime Other	M: :30 \$15,000.00	ММ		
31 WTAE 11/03/12 11/03/12 Sat 8-10am  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/12S- 1	8-10am <u>Rate</u> \$700.00	:30	NM	1	\$700.00
D 32 WTAE 11/04/12 11/04/12 Sun Var Wknd - non Kids	11:30a-6p	:30	NM	0	\$0.00
N 33 WTAE 11/05/12 11/05/12 RACHEL RAY DAY  Class of Time - Pre-emptible with notice  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 M 1	M-F 10AM-11AM <u>Rate</u> \$500.00	:30	NM	1	\$500.00
		Totals		30	\$53,350.00

Time Period # of Spots Net Amount **Gross Amount** \$45,347.50 10/29/12 -11/05/12 30 \$53,350.00 30 Totals \$53,350.00 \$45,347.50

Signature:	Date:	
_		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

#### . AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

## 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

#### 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

#### GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) T	The Station shall exercise normal precautions in handling of property and mail, but as	sumes no liability for loss or damage to program or commercia
materials and other property furnishe	ned by the Agency in connection with broadcasts hereunder. The Station will not acce	pt or process mail, correspondence, or telephone calls in
connection with broadcasts except at	after its prior approval.	

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

## CONTRACT



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

And:

Crossroads Media 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

	Contract / Rev	vision	Alt Ord	<u>ler#</u>
	969154	/		
Product				
American Crossroads				
Contract Dates	Estimate #			
11/03/12 - 11/05/12	1339 - AC PA	TV 11.	.3-1	
Advertiser			Original D	ate / Revision
American Crossroads			10/31/1:	2 / 11/14/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broade	cast	Cash
	Station	Accou	nt Executiv	e Sales Office
	WTAE	Bob C	ain	Eagle-Philadelp
	Special Hand	ling		
	Demographic			
	Adults 25-54			_
	IDB#	Adver	iser Code	Product Code
	Agency Ref		Adver	tiser Ref

Spots/ Type Spots Amount Start/End Time Days Length Week Rate \*Line Ch Start Date End Date Description \$225.00 NM :30 M-F 430-5am 430-5a 11/05/12 WTAE 11/05/12 Spots/Week Rate Weekdays **End Date** Start Date \$225.00 1 Week: 11/05/12 11/11/12 M-----\$300.00 :30 NM CASTLE WKND LF 1 12-1X WTAE 11/03/12 11/03/12 2 Start Date **End Date** Weekdays Spots/Week Rate \$300.00 ----5-1 Week: 10/29/12 11/04/12 \$0.00 NM n 1P-2P :30 WTAE 11/05/12 11/05/12 THE CHEW Spots/Week Rate **Weekdays End Date** Start Date Week: 11/05/12 11/11/12 1 \$325.00 Type Length Rate Date Range Start/End Time <u>Weekdays</u> Spot Ch Description \$325.00 NM THE CHEW 1P-2P :30 1 WTAE 11/05/12-11/11/12 See MG 15.2 NM 0 \$0.00 GENERAL HOSPI :30 11/05/12 GENERAL HOSPITAL WTAE 11/05/12 End Date Weekdays Spots/Week Rate Start Date \$350.00 Week: 11/05/12 11/11/12 Rate Type Start/End Time Weekdays Length Description Spot Ch Date Range GENERAL HOSPITAL GENERAL HOSPIM-----:30 \$350.00 NN. 1 WTAE 11/05/12-11/11/12 See MG 15.2 :30 NM 1 \$350.00 11/04/12 Sun 5-7am News 5-7a WTAE 11/04/12 Spots/Week Start Date **End Date** Weekdays Rate \$350.00 Week: 10/29/12 11/04/12 ----5 1 :30 NM 1 \$350.00 WTAE 11/05/12 11/05/12 Live with Kelly 9-10am Spots/Week Start Date **End Date** Weekdays Rate \$350.00 Week: 11/05/12 11/11/12 NM \$350.00 11/05/12 RACHEL RAY DAY M-F 10AM-11AM :30 1 WTAE 11/05/12 **End Date** Weekdays Spots/Week Rate Start Date \$350.00 Week: 11/05/12 11/11/12 M----1 \$350.00 :30 NM 1 WTAE 11/03/12 11/03/12 Sat 5-7am 5-7am Spots/Week Rate Start Date **End Date** Weekdays Week: 10/29/12 11/04/12 --S-1 \$350.00 :30 NM n \$0.00 11/03/12 Inside Edition Wknd SA 730p-8p WTAE 11/03/12

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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10/31/12 / 11/14/12



**WTAE** 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

	Contract / Revision 969154 /	Alt Order #	
Contract Dates	Product	Estimate #	
11/03/12 - 11/05/12	American Crossroads	1339 - AC PA TV 11.3-11.5	
Advertiser	Original Date / Revision		

		Ameri	Call 0103310a					
				Spots	1			
*Line Ch Start Date End Date Description	Sta	art/End Time	Days Ler	gth Week		TypeSp	ots	Amount
Start Date End Date Weekdays Sp Week: 10/29/12 11/04/12S-  Spot Ch Date Range Description  1 WTAE 10/29/12-11/04/12 Inside Edition V  Credited		<u>Rate</u> \$400.00 tart/End Time A 730p-8p	<u>Weekdays</u> Sa	Length :30	<u>Rate</u> \$400.00	Type NM		
10 WTAE 11/05/12 11/05/12 M-F 3-4P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Sr</u> Week: 11/05/12 11/11/12 M	M- oots/Week 1	F 3-4P <u>Rate</u> \$450.00		:30		MM	1	\$450.00
11 WTAE 11/05/12 11/05/12 DR OZ  Start Date End Date Weekdays Sr  Week: 11/05/12 11/11/12 M	M- oots/Week 1	F 4-5p <u>Rate</u> \$450.00		:30		ММ	0	\$0.00
Spot Ch Date Range Description 1 WTAE 11/05/12-11/11/12 DR OZ Credited		tart/End Time 1-F 4-5p	Weekdays M	Length :30	<u>Rate</u> \$450.00	Type NM		
12 WTAE 11/05/12 11/05/12 The View  Start Date End Date Weekdays Si  Week: 11/05/12 11/11/12 M	11 pots/Week 1	am-noon <u>Rate</u> \$500.00		:30		NM	1	\$500.00
13 WTAE 11/04/12 11/04/12 Sunday Extende	ed Late News Su pots/Week 1	ın 11:35p-12:00a <u>Rate</u> \$500.00		:30		MM	1	\$500.00
14 WTAE 11/04/12 11/04/12 Sun 8-10am Ne  Start Date End Date Weekdays Si  Week: 10/29/12 11/04/12S	ws 8-1 pots/Week 1	10am <u>Rate</u> \$550.00		:30		NM	1	\$550.00
15 WTAE 11/03/12 11/03/12 Good Morning A  Start Date End Date Weekdays S  Week: 10/29/12 11/04/12S-	America Sat 7-8 pots/Week 1	8am <u>Rate</u> \$650.00		:30		NM	1	\$1,325.00
Spot Ch Date Range Description  1 WTAE 10/29/12-11/04/12 Good Morning See MG 15.2		tart/End Time -8am	Weekdays Sa	Length :30	Rate \$650.00	<u>Type</u> <i>NM</i>		
2 WTAE 11/04/12-11/04/12 Sun Var Wknd ⊕ MG for 3.1,4.1,15.1	- non Kids 1	1:30a-6p	St	. :30	\$1,325.00	NM		
16 WTAE 11/04/12 11/04/12 Good Morning A	America Sun 7-8 pots/Week 1	8am <u>Rate</u> \$650.00		:30		NM	1	\$650.00
17 WTAE 11/05/12 11/05/12 WTAE Noon Ne	pots/Week	:58-1pm <u>Rate</u> \$1,000.00		:30		MM	1	\$1,000.00
18 WTAE 11/05/12 11/05/12 5-6am News  Start Date End Date Weekdays S Week: 11/05/12 11/11/12 M	pots/Week	- 6am <u>Rate</u> \$1,200.00		:30		NM	1	\$1,200.00
19 WTAE 11/05/12 11/05/12 5-6am News  Start Date End Date Weekdays S Week: 11/05/12 11/11/12 M	pots/Week	- 6am <u>Rate</u> \$1,200.00		:30		NM	1	\$1,200.00
20 WTAE 11/04/12 11/04/12 Sun Early News  Start Date End Date Weekdays S  Week: 10/29/12 11/04/12S	pots/Week	30-7p <u>Rate</u> \$1,800.00		:30		NM	1	\$1,800.00
21 WTAE 11/03/12       11/04/12       Sat Early News         Start Date       End Date       Weekdays       S         Week: 10/29/12       11/04/12      S-	pots/Week	630p / 7-730p <u>Rate</u> \$1,800.00		:30		NM	1	\$1,800.00

American Crossroads

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the emount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms end conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision 969154 /	Alt Order #
Contract Dates 11/03/12 - 11/05/12	Product American Crossroads	Estimate # 1339 - AC PA TV 11.3-11.5
Advertiser American Crossroads	I —	iginal Date / Revision 10/31/12 / 11/14/12

						Spot				
*Line Ch Start D	ate End Dat	e Description		Start/End Time	Days	Length Wee	ek Rate	Type S	pots	Amount
Start Date		Weekdays	Spots/Week	Rate						00 400 00
22 WTAE 11/04/1		Sun ABC Pri		7-8pm		:30		NM	1	\$2,400.00
<u>Staπ Date</u> Week: 10/29/12		Weekdays S	Spots/Week 1	<u>Rate</u> \$2,400.00						
23 WTAE 11/05/1		6-7am News		6-7am		:30		NM	1	\$2,500.00
<u>Start Date</u> Week: 11/05/12		<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$2,500.00						
24 WTAE 11/05/1				7-9am		:30		NM	1	\$2,500.00
		<u>Weekdays</u> <sub>M</sub>	Spots/Week 1	<u>Rate</u> \$2,500.00						
Week: 11/05/12	11717772					:30		NM	1	\$3,000.00
25 WTAE 11/05/1 Start Date		5-6pm News Weekdays	M-r Spots/Week	5-6pm Rate		.50		1414	•	ψο,σσσ.σσ
Week: 11/05/12		M	1	\$3,000.00						
26 WTAE 11/05/1	2 11/05/12	5-6pm News	M-F	5-6pm		:30		NM	1	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 11/05/12	11711712	M	1	\$3,000.00				N10.4	4	#2 000 00
27 WTAE 11/05/1				7:30-8pm Rate		:30		NM	1	\$3,000.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	\$3,000.00				- 1		
28 WTAE 11/05/1		Inside Editio	n	7-7:30pm		:30		NM	1	\$3,000.00
	End Date	Weekdays	Spots/Week	Rate				1		
Week: 11/05/12		M	1	\$3,000.00	101	Lanath	Data	Turno		
	e Range	Description		Start/End Time	Weekda M		<u>Rate</u> \$3,000.00	<u>Type</u> <i>NM</i>		
1 WTAE 11/0 See MG 28.		2 Inside Edition	DΠ	7-7:30pm	V	.30	<del>\$3,000.00</del>	14141		
		2 World News	Tonight	6-7PM	M	: :30	\$3,000.00	NM		
MG for 28.1										
29 WTAE 11/05/1	11/05/12	6-6:30pm Ne	ews	6-6:30pm		:30		NM	1	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				- 1		
Week: 11/05/12	11/11/12	M	1	\$4,000.00				NM	1	\$15,000.00
30 WTAE 11/05/1 Start Date	l2 11/05/12 End <u>Date</u>	! Mon ABC Pr Weekdays	ime C Spots/Week	10-11pm Rate		:30		INIVI	'	\$15,000.00
Week: 11/05/12	11/11/12	M	1	\$15,000.00				- 1		
Spot Ch Dat	e Range	Description		Start/End Time	<u>Weekda</u>		<u>Rate</u>	<u>Type</u>		
1 WTAE 11/0	05/12-11/11/1	2 Mon ABC F	Prime C	10-11pm	M	:30	\$15,000.00	NM		
See MG 30		0 M ADO D	urium o Othora	Drimo Othor	M	:30	\$15,000.00	NM		
2 WIAE 11/0 (M) MG for 30.1		2 Mon ABC P	rime Other	Prime Other	v	.50	\$15,000.00	11111		
31 WTAE 11/03/1		Sat 8-10am		8-10am		:30	-	NM	1	\$700.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/29/12	11/04/12	S-	1	\$700.00						
33 WTAE 11/05/1	12 11/05/12	RACHEL RA	AY DAY	M-F 10AM-11AM		:30		MM	1	\$500.00
Class of Time			On sta 881 - s l	Data						
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$500.00						
11001. 11700/12						T	otals		28	\$52,500.00
							Ulais			<b>402,000.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks edvance cancellation notice is required unless otherwise specified.



	Contract / Revision 969154 /	Alt Order#				
Contract Dates 11/03/12 - 11/05/12	Product American Crossroads	Estimate # ls 1339 - AC PA TV 11.3-11.5				
Advertiser  American Crossroads		ginal <u>Date / Revision</u>  0/31/12				

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	28	\$52,500.00	\$44,625.00
Totals	28	\$52,500.00	\$44,625.00

Signature:	Date:		
oigilataioi			_

# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

## 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

## 6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

## 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

#### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnish	ed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except a	

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monles which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Alt Order#

## INVOICE



400 Ardmore Blvd. Pittsburgh, PA 15221 Main: (412)242-4300

Invoice Month Invoice # Invoice Date Invoice Period 11/11/12 969154-1 November 2012 10/29/12 - 11/05/12

Account Executive Sales Office Sales Region Bob Cain Eagle-Philadelph National

Station WTAE

Advertiser Product Estimate Number 1339 - AC PA TV 11. American Crossroads American Crossroads

> 11/03/12 - 11/05/12 969154 Billing Calendar Billing Type Deal# Broadcast Cash

Order #

Special Handling

Flight Dates

IDB# Advertiser Code Product Code

Agency Ref Advertiser Ref

**WTAE** Billing: (781)433-4283

Billing Address:

Crossroads Media Attention: Accounts Payable 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Send Payment To:

**WTAE** P.O. Box 26887 Lehigh Valley, PA 18002-6887

Spots/ Line Start Date **End Date** Description Start/End Time Week **MTWTFSS** Length Rate Type 1 11/05/12 11/05/12 M-F 430-5am 430-5a M-----:30 \$225.00 NM Weeks: Start Date **End Date MTWTFSS** Spots/Week Rate 11/05/12 11/11/12 M----\$225.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE M 11/05/12 4:40 AM M-F 430-5am 430-5a :30 USPRTV28ACH \$225.00 NM 2 11/03/12 11/03/12 CASTLE WKND LF 1 12-1X ----S-:30 1 \$300.00 NM Weeks: Start Date End Date **MTWTFSS** Spots/Week Rate 10/29/12 11/04/12 -----\$300.00 Spots: # Ch Day Air Date Start/End Time Air Time Description Length Ad-ID Rate Type 1 WTAE Sa 11/03/12 12:51 AM CASTLE WKND LF 1 12-1X :30 USPRTV28ACH \$300.00 NM 3 11/05/12 11/05/12 THE CHEW 1P-2P M----:30 \$325.00 NM Weeks: **MTWTFSS** Start Date **End Date** Spots/Week Rate 11/05/12 11/11/12 M-----\$325.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE M 11/05/12 THE CHEW 1P-2P :00 \$325.00 NM See MG 15.2 GENERAL HOSPITAL GENERAL HOSPIT M-----4 11/05/12 11/05/12 :30 \$350.00 NM Weeks: Start Date **MTWTFSS End Date** Spots/Week Rate 11/05/12 11/11/12 M-----\$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WTAE M 11/05/12 GENERAL HOSPITAL GENERAL HOSPIT :00 \$350.00 NM See MG 15.2 5 11/04/12 11/04/12 Sun 5-7am News 5-7a ----S :30 1 \$350.00 NM Weeks: Start Date **End Date** MTWTFSS Spots/Week Rate 10/29/12 11/04/12 \$350.00 Spots: # Ch Start/End Time Day Air Date Air Time Description Length Ad-ID Rate Type 1 WTAE Su 11/04/12 5:53 AM Sun 5-7am News :30 USPRTV28ACH 5-7a \$350.00 NM 6 11/05/12 11/05/12 Live with Kelly 9-10am :30 \$350.00 NM Weeks: **End Date** Start Date **MTWTFSS** Spots/Week Rate 11/05/12 11/11/12 \$350.00



Send Payment To:
WTAE
P.O. Box 26887
Lehigh Valley, PA 18002-6887

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 969154-1
 11/11/12
 November 2012
 10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
American Crossroads	American Crossroads	1339 - AC PA TV 11.

vww.t	hepittsburghcha	annel.com					Spoto/			
ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
	11/05/12	11/05/12	Live with Kelly	9-10am	M	:30	1	\$350.00	NM	
	11/03/12		·					ψ330.00	14141	
	Spots: # Ch		Date Air Time Descrip 05/12 9:46 AM Live wi		Start/End Time 9-10am		<u>n Ad-ID</u> 0 usprtv28/	ACH.		Rate Type \$350.00 NM
	I VV			LII Kelly	9-10ani	.51	U USFKI V 2.07			\$350.00 NN
7	11/05/12	11/05/12	RACHEL RAY DAY	M-F 10AM-11AM	M	:30	1	\$350.00	NM	
	Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	<u>Rate</u> \$350.00					
	Spots: # Ch			·	Start/End Time	Lengtl	n Ad-ID			Rate Type
	1 W		/05/12 10:48 AM RACHI	EL RAY DAY	M-F 10AM-11AM	1 :30	0 USPRTV28	ACH		\$350.00 N
8	11/03/12	11/03/12	Sat 5-7am	5-7am	S-	:30	1	\$350.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	10/29/12 1 <u>Day Air</u>	11/04/12S- Date Air Time Descrip	1 ation	\$350.00 Start/End Time	Lengt	n Ad-ID			Rate Typ
	. –	TAE Sa 11			5-7am		USPRTV28	ACH		\$350.00 NI
	11/03/12	11/03/12	Inside Edition Wknd	SA 730p-8p	S-	:30	1	\$400.00	NM	
	Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12S-	<u>Spots/Week</u> 1	<u>Rate</u> \$400.00					
	Spots: # Ch	Day Air		otion	Start/End Time	Lengtl	n <u>Ad-ID</u>			Rate Typ
	1 W	TAE Sa 11		Edition Wknd	SA 730p-8p	:0	0			\$400.00 N
_		Credited								
10	11/05/12	11/05/12	M-F 3-4P	M-F 3-4P	M	:30	1	\$450.00	MM	
	Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	Rate \$450.00					
	Spots: # Ch			•	Start/End Time	Length	n Ad-ID			Rate Type
	1 W1	ΓΑΕ M 11/	/05/12 3:46 PM M-F 3-4	4P	M-F 3-4P	:30	USPRTV28	АСН		\$450.00 N
11	11/05/12	11/05/12	DR OZ	M-F 4-5p	M	:30	1	\$450.00	NM	
	Weeks:	Start Date	End Date MTWTFSS 11/11/12 M	Spots/Week	Rate					
	Spots: # Ch	11/05/12 Day Air		1 ation	\$450.00 Start/End Time	Length	Ad-ID			Rate Typ
	. –	TAE M 11/			M-F 4-5p	:00				\$450.00 NI
		Credited								
12	11/05/12	11/05/12	The View	11am-noon	M	:30	1	\$500.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	Spots: # Ch	11/05/12 <u>Day Air</u>	11/11/12 M Date Air Time Descrip	1	\$500.00 Start/End Time	Lange	74 ID			Dota Torr
	. –		05/12 10:58 AM The Vie		11am-noon		<u>Ad-ID</u> ) USPRTV28A	СН		Rate Type \$500.00 NN
12	11/04/12	11/04/12							NIA 4	
13			Sunday Extended Late			:30	1	\$500.00	NM	
	Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12S	Spots/Week 1	<u>Rate</u> \$500.00					
	Spots: # Ch			otion .	Start/End Time	Length	Ad-ID			Rate Type
	1 WT	AE Su 11/		Extended Late News	Sun 11:35p-12:00		USPRTV28A	СН		\$500.00 NA
14	11/04/12	11/04/12	Sun 8-10am News	8-10am	S	:30	1	\$550.00	NM	
	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	Spoto: # Ch	10/29/12	11/04/12S	1	\$550.00	1	A -1 1D			D-1 -
	Spots: # Ch	<u>Day</u> <u>Air</u>	Date Air Time Descrip	<u>stion</u>	Start/End Time	Length	Ad-ID			Rate Type



Send Payment To:
WTAE
P.O. Box 26887
Lehigh Valley, PA 18002-6887

Invoice #	Invoice Date	Invoice Month	Invoice Period
969154-1	11/11/12	November 2012	10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
American Crossroads	American Crossroads	1339 - AC PA TV 11.

www.thepittsburghchannel.com

vww.th	epittsburghcha	annel.com					0			
.ine	Start Date	End Date	Description	Start/End Time	MINTECC	Length	Spots/	Poto	Type	
	11/04/12	11/04/12	Sun 8-10am News	8-10am	MTWTFSS	Length :30	Week 1	Rate \$550.00	Type	
								\$330.00	INIVI	
	Spots: # Ch				Start/End Time		h Ad-ID	0.4.604		Rate Tyr
	1 00	TAE Su 11	/04/12 8:37 AM Sun 8-	10am News	8-10am	:3	0 USPRTV2	8ACH		\$550.00 N
15	11/03/12	11/03/12	Good Morning America	S:7-8am	S-	:30	1	\$650.00	NM	
1	Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12S-	Spots/Week 1	<u>Rate</u> \$650.00					•
:	Spots: # Ch	n <u>Day Air</u>		otion .	Start/End Time	Lengt	h Ad-ID			Rate Typ
	1 W	TAE Sa 11		Morning America Sat	7-8am	: C	00			\$650.00 N
	2 10/	See <i>MG</i> TAE Su 11		ar Wknd - non Kids	11:20a 6a	. 2	A HEDDTA	94611		#4 205 00 N
			3.1,4.1,15.1	ar vvkna - non Klas	11:30a-6p		0 USPRTV2	OACH		\$1,325.00 N
16	11/04/12	11/04/12	Good Morning America	Si7-8am	S	:30	1	\$650.00	NM	
1	Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12S	Spots/Week	Rate \$650.00					
;	Spots: # Ch		-	•	Start/End Time	Lengt	h Ad-ID			Rate Typ
	1 W	TAE Su 11		Morning America Sun	7-8am	:3	0 USPRTV2	8АСН		\$650.00 N
17	11/05/12	11/05/12	WTAE Noon News	11:58-1pm	M	:30	1	\$1,000.00	NM	
١	Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate			<del>.</del>		
	Snote: # Ch	11/05/12	11/11/12 M	1	\$1,000.00	1	F V4 ID			D. L. T.
,	Spots: <u>#</u> Ch 1 W		<u>Date</u> <u>Air Time</u> <u>Descri</u> 05/12 12:57 PM WTAE		Start/End Time 11:58-1pm		<u>h Ad-ID</u> 0 usprtv2:	8асн		Rate Tyj \$1,000.00 N
10	11/05/12	11/05/12								Ψ1,000.00 IV
			5-6am News	5 - 6am	M	:30	1	\$1,200.00	NM	
1	Neeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	<u>Rate</u> \$1,200.00					
(	Spots: # Ch				Start/End Time		h <u>Ad-ID</u>			Rate Typ
	1 W7	TAE M 11/	05/12 5:14 AM 5-6am	News	5 - 6am	:3	0 USPRTV28	8ACH		\$1,200.00 N
19	11/05/12	11/05/12	5-6am News	5 - 6am	M	:30	1	\$1,200.00	NM	
\ \	Veeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	Rate			·		
5	Spots: # Ch			•	\$1,200.00 Start/End_Time	Lenati	n Ad-ID			Rate Typ
	1 WT	AEM 11/	05/12 5:29 AM 5-6am		5 - 6am		USPRTV28	ВАСН		\$1,200.00 N
20	11/04/12	11/04/12	Sun Early News	630-7p	s	:30	1	\$1,800.00	NM	
V	Veeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
,		10/29/12	11/04/12S	1	\$1,800.00		A 1 /=			
č	Spots: <u>#</u> Ch 1 WT	Day Air AE Su 11/0			Start/End Time 630-7p		<u>n Ad-ID</u> ) USPRTV28	2ACH		Rate Typ
21	11/03/12	11/04/12	Sat Early News	6-630p / 7-730p	S-		1		A IR 6	\$1,800.00 N
		_				:30		\$1,800.00	MM ———	
V		Start Date 10/29/12	End Date MTWTFSS 11/04/12S-	Spots/Week 1	<u>Rate</u> \$1,800.00					
S	Spots: # Ch	<u>Day</u> <u>Air</u>		tion	Start/End Time	Length	<u>Ad-ID</u>			Rate Typ
	1 WT	AE Sa 11/0	03/12 7:59 PM Sat Ear	ly News	6-630p / 7-730p	:30	USPRTV28	ВАСН	_	\$1,800.00 N
22	11/04/12	11/04/12	Sun ABC Prime A	7-8pm	S	:30	1	\$2,400.00	NM	
V		Start Date	End Date MTWTFSSS	Spots/Week	Rate					
		10/29/12	11/04/12S	1	\$2,400.00					



Send Payment To:
WTAE
P.O. Box 26887
Lehigh Valley, PA 18002-6887

Invoice #	Invoice Date	Invoice Month	Invoice Period
969154-1	11/11/12	November 2012	10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
American Crossroads	American Crossroads	1339 - AC PA TV 11.

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www.thepittsburg	ghchannel.com								
ine Chest D	ate End Date	Description	Start/End Time	ATT. PEGG	Length	Spots/ Week	Rate	Туре	
22 11/04/1		Sun ABC Prime A	7-8pm	MTWTFSS	:30	1	\$2,400.00	NM	
			,				ΨΣ, του.ου		
Spots: #	<u></u> ≇ Ch <u>Day Ai</u> IWTAE Su 11			Start/End Time 7-8pm		h <u>Ad-ID</u> 0 usprtv2	28ACH		Rate Typ \$2,400.00 NM
									\$2,400.00 NI
23 11/05/1	2 11/05/12	6-7am News	6-7am	M	:30	1	\$2,500.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	<u>Rate</u> \$2,500.00			•		
Spots: #	· -		•	Start/End Time	Lengt	h Ad-ID			Rate Type
		/05/12 6:57 AM 6-7am		6-7am		0 USPRTV2	28ACH		\$2,500.00 NN
24 11/05/1	2 11/05/12	Good Morning America	7-9am	M	:30	1	\$2,500.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate		-			
	11/05/12	11/11/12 M	1	\$2,500.00					_
Spots: #				Start/End Time		<u>h Ad-ID</u> 0 usprtv2	204611		Rate Type
		/05/12 7:58 AM Good N	noming America	7-9am					\$2,500.00 NN
25 11/05/1	2 11/05/12	5-6pm News M-F	5-6pm	M	:30	1	\$3,000.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	<u>Rate</u> \$3,000.00					
Spots: #			•	Start/End Time	Lengt	h Ad-ID			Rate Type
1		/05/12 5:51 PM 5-6pm	News M-F	5-6pm	:3	0 USPRTV2	28ACH		\$3,000.00 NN
26 11/05/1	2 11/05/12	5-6pm News M-F	5-6pm	M	:30	1	\$3,000.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week	Rate					
Spots: #			1 otion	\$3,000.00 Start/End_Time	Lenat	h Ad-ID			Rate Type
	WTAEM 11			5-6pm		0 USPRTV2	?8ACH		\$3,000.00 NN
27 11/05/1	2 11/05/12	Entertainment Tonight	7:30-8pm	M	:30	1	\$3,000.00	NM	
Weeks:		End Date MTWTFSS	Spots/Week	<u>Rate</u>					
	11/05/12	11/11/12 M	1	\$3,000.00					
Spots: #		r Date Air Time Descrip /05/12 7:47 PM Enterta		Start/End Time 7:30-8pm		<u>h</u> <u>Ad-ID</u> 0 usprtv2	PRACH.		Rate Type
									\$3,000.00 NN
28 11/05/1	2 11/05/12	Inside Edition	7-7:30pm	M	:30	1	\$3,000.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	<u>Rate</u> \$3,000.00					
Spots: #	Ch <u>Day Air</u>			Start/End Time	Lengt	h Ad-ID			Rate Type
1	WTAE M 11	/05/12 Inside E		7-7:30pm	:0	0			\$3,000.00 NN
2	See MG WTAE M 11.		Jowe Tonight	6-7PM	.2	0 USPRTV2	8 A C LI		#2 000 00 NIN
		28.1 11/05				0 0311112			\$3,000.00 NM
29 11/05/1	2 11/05/12	6-6:30pm News	6-6:30pm	M	:30	1	\$4,000.00	NM	
Weeks:	Start Date 11/05/12		Spots/Week	Rate					
Spots: #			1 tion	\$4,000.00 Start/End Time	Lengt	h Ad-ID			Rate Type
-	WTAEM 11			6-6:30pm		0 USPRTV2	8асн		\$4,000.00 NM
30 11/05/1	2 11/05/12	Mon ABC Prime C	10-11pm	M	:30	1	\$15,000.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	11/05/12	11/11/12 M	1	\$15,000.00					



Send Payment To: **WTAE** P.O. Box 26887 Lehigh Valley, PA 18002-6887

Invoice #	Invoice Date	Invoice Month	Invoice Period
969154-1	11/11/12	November 2012	10/29/12 - 11/05/12

Advertiser	Product	Estimate Number
	American Crossroads	1339 - AC PA TV 11.

рттевиясн www.thepittsburghchannel.com							
ine Start Date End Date Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
30 11/05/12 11/05/12 Mon ABC Prime C	10-11pm	M	:30	1	\$15,000.00	NM	
Spots: # Ch	C Prime C	Start/End Time 10-11pm  Prime Other	:0	th <u>Ad-ID</u> 00 80 USPRTV2	?8ACH		Rate Type \$15,000.00 NM \$15,000.00 NM
MG for 30.1 11/05  31 11/03/12 11/03/12 Sat 8-10am	8-10am	S-	:30	1	\$700.00	NM	
Weeks:         Start Date 10/29/12         End Date 11/04/12         MTWTFSSS-           Spots:         # Ch Day Air Date Air Time Descript 1 WTAE Sa 11/03/12         9:50 AM Sat 8-10		<u>Rate</u> \$700.00 <u>Start/End Time</u> 8-10am		th <u>Ad-ID</u> 30 USPRTV	28ACH		<u>Rate</u> <u>Type</u> \$700.00 NM
33 11/05/12 11/05/12 RACHEL RAY DAY Class of Time - Pre-emptible with notice	M-F 10AM-11AM		:30	0	\$500.00	NM	
Weeks:         Start Date 11/05/12         End Date 11/11/12         MTWTFSS MTWTFS MTWTFSS MTWTFS M		Rate \$500.00 Start/End Time M-F 10AM-11AI		th Ad-ID 30 USPRTV	28АСН		<u>Rate</u> <u>Type</u> \$500.00 NM
		Total Spots		<b>2</b> 8			
Payment Terms 30 Days				Ager	Gross Total		\$52,500.00 \$7,875.00
				1	Net Amount Due		\$44,625.00